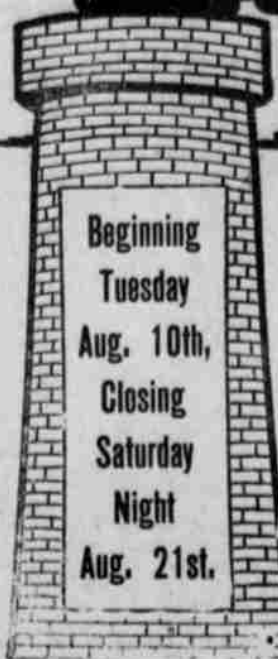


Great Loom End Sale



Beginning Tuesday, Aug. 10, Closing Saturday Night, Aug. 21

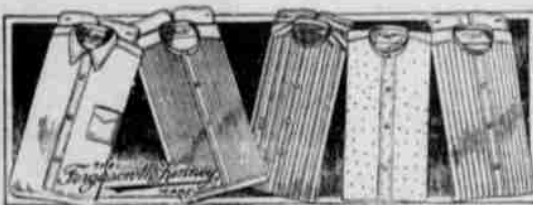
LOOM END SALE

Did it ever occur to you that you might be paying more for your Dry Goods, Shoes, Clothing, Etc., than was really necessary? The old time high priced merchant is fast being eliminated by the Golden Rule's scientific way of merchandising at low prices. Just compare the purchasing power of 83 stores, to the purchasing power of one store. Isn't it impossible for any one man store to buy to the great advantage that the Golden Rule Stores enjoy? Remember, too, our goods are not marked up to the highest notch, to be marked down again for the so-called sales. Our motto is, ONE PRICE TO ALL, AND THAT PRICE IS THE LOWEST. WE BUY FOR CASH AND SELL FOR CASH. You are not compelled to pay the other fellows' debts.

The Golden Rule Sells It For Less

LOOM END PRICES!

500 Yards Light Percale, 36 in. wide, regular 10c and 12½c a yard, Golden Rule price, per yard	7½c
1000 Yards Dark Percale, 36 in. wide, 10c and 12½c value, Golden Rule price	7½c
1000 Yards Apron Gingham, blue and white, black and white, checks and stripes, 7c and 8c values, Golden Rule price	5c
1000 Yards Good Everitt Shirting, regular 10c value, Golden Rule price	7½c
White Outing Flannel, good value	8 1-3 c
Calicoes in from 2 to 10 yard pieces, per yd	2½c



25 Dozen Men's Work Shirts, good colors, choice	25c
Men's Sport Shirts, low neck and short sleeves—so cool—Each	98c
APPROVED L. D. S. GARMENTS	
90c Value	69c
\$1.00 Value	79c
\$1.25 Value	98c

LOOM END PRICES!

2000 Yards Good Zephyr Ginghams, 10c and 12½c values, Golden Rule price	8 1-3 c
500 Yards Chambray Gingham, plain blues, pinks, checks and stripes, good value at 10c the yard, Golden Rule price	7½c
500 Yards Light Outing Flannel, good value at 10c, Golden Rule price	6½c
Good Bleached Muslin, yard wide, now per yard	6½c
Factory, per yard	4c, 5c, 6½c and 7½c
CRASH TOWELING	
Per Yard	5c, 7½c and 10c



10 Dozen Ladies' Wrappers, made from Amonkeag Gingham. While they last

Satine Petticoats, fancy colors

New Dress Goods

In all the new shades and styles. Come in and let us show you.



Hosiery

We sell the guaranteed kind, the 15c values at

Bed Sheets

Full sized 40c value

CHILDREN'S SHOES
79c, 89c, \$1.23 and \$1.49

FAMOUS STAR BRAND ALL LEATHER SHOES.

Boys' Shoes	
Sizes from 8 to 11; \$1.39 to	\$1.89
Sizes from 11½ to 2, \$1.69 to	\$1.98
Sizes from 2 to 5½, \$1.89, \$1.98 to	\$2.25
Men's Shoes	
\$2.50 Values	\$1.98
\$3.00 Values	\$2.49
\$3.50 Values	\$2.98
Ladies' Shoes	
All sizes \$1.69-\$1.98-\$2.25	\$2.25
\$3.00 Values	\$2.49
\$3.50 Values	\$2.98
\$4.00 Values	\$3.50



THE GOLDEN RULE SELLS IT FOR LESS

Hundreds of Notions

Pins, a paper	1c
Darning Cotton, two balls	5c
Hat Elastic, black or white	1c
Vaseline, large bottle	4c
Coats' or Clark's Thread	4c
Large Bottle Peroxide	8c
Safety Pins, a paper	1c, 2c, 3c
25c Value Cuticura Soap, cake	19c
Palm Olive Soap, per cake	8c
25c Gilt Edge Shoe Polish	19c
10c Value Shinola	8c
Corset Laces, each	1c
Shoe Laces, per bunch	5c
Toilet Soap, bar	4c

Men's Bib Overalls, high back, regular 75c values, - - -

49c

John B. Stetson Hats—Dakota and South styles, \$4.00 and \$5.00 values

\$3.45

The Golden Rule
- J.C. Penney & Co. Inc. -
83 BUSY STORES

Hundreds of Notions

Crochet Cotton, ball	4c
Creme Paper, per roll	4c
Talcum Powder	15c
10c Value Shaving Soap	5c
10c Value Machine Oil	5c
\$1.00 Value Alarm Clocks	69c
Carpet Tacks, two papers	5c
Hand Brushes	3c
Hair Brushes	23c, 49c
Cotton Tape, two bunches	5c
Carter's Ink	4c
2 for 5 Lead Pencils	1c
Envelopes, per package	4c
5c Lead Pencils, two for	5c

ORDER BY MAIL

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